

The Sun.

NEW YORK SUNDAY, MARCH 25, 1900.—COPYRIGHT, 1900, BY THE SUN PRINTING AND PUBLISHING ASSOCIATION.

Frederick Loeser & Co.

Brooklyn Advertisements.

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Three \$1.00 Shirts for \$2.00.

118 dozen of unequalled White Shirts, made button holes and stud holes and hand finished throughout, bosom of 1900 pure Irish linen, bodies of Williamsburg muslin—the best shirting muslin made, 75c. or three for \$2.00.

Practical Articles for the Toilet.

AT 19c.—Manicure and Stationery Pieces, Sterling Silver Medallions, Buttons, Hooks, Shoe Horns, Nail Files, Curlicue Knives, Curling Tongs, Paper Cutters, Erasers and Envelope Openers.
Cold Cream Jars, glass with eboid covers and sterling silver medallions, at 15c. and 19c. each.
Puff Boxes, glass with eboid covers and sterling silver medallions, 25c. each.
Ebonized Military Brushes, extra stiff bristles, at 49c. each.
Ebonized Hair Brushes, extra fine quality bristles, medium size, at 49c.
Genuine Ebony Hand Mirrors, heavy plate glass, at \$1.25; with sterling silver medallion, \$1.49, regular worth \$1.98 and \$2.25.

Embroideries 1-3 and Less.

They are mainly silk edgings and insertions, very pretty patterns and of excellent quality, at 3c to 49c. per yard.

Charms of New Millinery.

It's comparatively an easy matter to choose a becoming hat here. The natural taste of our experts has made that a simple matter, and our assortment so large, beautiful and distinctive that every one may find just the hat that's needed.
Then we've all the best liked shapes in the easily trimmed hats, the flowers, the feathers, the straw trimmings, jets, etc.
The simply trimmed hats for shopping, wheeling, golfing—of numberless kinds.
AT \$2.98—Fancy straws, trimmed with large chiffon pompon.
AT \$3.98—Another of a very jaunty shape, trimmed with bow of straw tissue, velvet and two wings.

1,500 yards colored Crepe de Chine, 24 inches wide, all silk, 89c. instead of \$1.25.

1,200 yards plain colored Taffetas, including white and black, at 58c. instead of 79c.

3,000 yards printed Habutai and imported Foulard Silks, 24, 27 and 36 inches wide, 59c. instead of \$1.00.

500 yards black Taffeta, 24 inches wide, 79c. instead of \$1.00.

5,000 yards fancy Taffeta Silks at 69c. and 79c. instead of \$1.00 and \$1.25.

A Price Flurry in Shoes.

\$2.49 for 3 Styles of our \$3.50 Kinds.

A dollar saved is the same as a dollar made, but you'll find it more than that if you've never had any experience with our Shoes. For isn't the very best kind of shoe comfort and satisfaction even worth more than money saving?
In this offer there are three styles of shoes, all made on our very newest and best shaped lasts, with all those Loeser characteristics which mark the individuality of our Shoes. They are kid button Shoes, kid tips, medium full round toes, broad extension soles, and the same, only with patent leather tips; also kid lace Shoes, kid tips, full round toes, broad extension soles, all at \$2.49, instead of \$3.50 a pair.
AT \$2.95 INSTEAD OF \$4.50—These are dull kid top patent leather Shoes, foxed—butter, full round toes, broad extension soles and thoroughly up to date.

Ribbons at Less than One-third.

A regular stir among the Ribbons. You will find this one of the very best ribbon offers ever made.
AT 3c. YARD, REGULAR 10c.—Irish Warp Print Taffeta, satin edge.
AT 5c. YARD, REGULAR 8c. TO 25c.—1 1/2 to 3-inch Taffeta, soft finish, high lustre, good assortment of colors, in lengths of from 1 to 8 yards.
AT 5c. YARD, REGULAR 13c. TO 25c.—1 to 2-inch Satin and Gros-Grain, best quality.
AT 5c. YARD, REGULAR 10c. TO 30c.—1 to 3-inch Colored Gros-Grain, plain and fancy edged.
AT 9c. YARD, REGULAR 25c. TO 32c.—3 and 3 1/2-inch Satin and Gros-Grain. Assorted colors.
AT 15c. YARD, REGULAR 48c.—4 1/2-inch Crepe de Lyon, taffeta back, a new soft weave suitable for all kinds of bows, neckwear, belts, etc.; 17 good colors, including black.

Socks and Stockings for Men, Women and Children.

The prices are less than those of any other maker and the qualities speak best for themselves. One of the best lots we've ever offered.
AT 9c. INSTEAD OF 12 1/2c.—Children's Black Ribbed Cotton Stockings, spliced heels and toes, with double knees, sizes 8 to 10.
AT 19c. INSTEAD OF 35c.—Men's extra quality Black Cotton Socks, spliced heels and toes, with double soles; also Fancy Striped and Children's Heavy Ribbed Black Cotton Stockings, sizes 6 to 9.
AT 25c. INSTEAD OF 45c.—Women's extra fine Colored Lisle Thread and Cotton Stockings, tan, fancy and stainless black in plain and ribbed; also Children's Fine Ribbed Black Lisle Thread Stockings.
AT 3 FOR \$1.00 INSTEAD OF 50c.—Women's Colored Lisle Thread Stockings, striped, two-tone, polka dots and irregular stainless black, plain and ribbed.
49c. for Boys' Derby Hats.
Not sent C. O. D.
Derby Hats, suitable for boys 8 to 15 years. Not all sizes and slightly soiled from handling, otherwise perfect.

Practical Tailoring for Men.

We can save you money on your made-to-order clothes; we can give you a choice of the best and most exclusive cloths made; we can give you the best styles of the season, and we can guarantee a satisfactory fit. We can sell you cheaper than the regular tailor because we can buy very much cheaper, and give you the benefits of the specialist without charging the specialist's price. Some instances:
AT \$19.50—A Business Suit. Your choice of fifteen different styles; chevrons and cassimeres, new plaids, checks and stripes and nobby mixtures.
AT \$21.00—A Spring Top Coat. Your choice of Cheviots and Tweeds; lined throughout with silk of pure dye. If you prefer your coat without the silk lining the price is \$5 less—\$16.00.
AT \$25.50—A better suit of fine Worsted and Cassimeres or Scotch effects.

Show Days Among Dress Goods.

Second Floor, Take Revolving Stairway.

Everyone who has an eye for beauty will thoroughly enjoy the new spring and summer fabrics which vie with each other in our Dress Goods store. Then the shopping comforts as we now have them arranged on this second floor meet with the approval of all. Here are some small price hints of large value.
Cotton Dress Goods at 12 1/2c.
32-inch Plain and Corded Zephyrs, 12 1/2c.
40-inch fine quality Connaught Dimities, 12 1/2c.
30-inch Silk and Linen Imported Batistes, 12 1/2c.
36-inch Madapolam Corded Cambrics, 12 1/2c.
30-inch Fashoda Pique Welts, 12 1/2c.
32-inch Pure Linen Ecru Batistes, 12 1/2c.
30-inch Fine quality Printed Lawns, 12 1/2c.

Colored Dress Goods.

AT 49c.—38-inch all wool Cheviot Mixtures in a full line of the new greys, Oxford, cadet, brown and tan.
AT 69c.—REGULAR 89c.—56-inch all wool Nette Homespuns, an excellent fabric for serviceable skirts.
AT 98c.—REGULAR \$1.25—56-inch Reversible Suitings, greys, browns and tans, with novelty plaid backs.
AT \$1.39—56-inch Twill Face Golf Cloth, a medium weight, durable fabric for serviceable Skirts and Suits.

Frederick Loeser & Co.

BROOKLYN.

The Opulence of Fashion.

The world is always opulent, and to gather this opulence and bring it within your easy reach is one of this store's masteries. There's no theory about it, no romantic legend, but a reliable assurance. No promises without the bestowing of something absolute.

A sympathetic touch with that which is the very best magnetizes every branch of this business, else how the universal confidence in the sterling stamp "Loeser."

And so it is of utmost importance that the fashions of the day should be absolutely correct. It's not boastful to say we lead in them, and that others without the knowledge and facilities wait to follow our introductions. At present the whole store overflows with suggestions for Easteride, for Spring, for Summer. The treasure is yours for the visit. As the homage to beauty is exalting, so is the homage to tasteful fashion in dress helpful and refining.

One of the most difficult tasks in our news gathering is to select some items without prejudice to the others, for every article in the store is of utmost importance. Hints only then must needs follow—all the benefits in their fullness come to the alert shopper who is ready to profit by the untold better half.

Laces and Liberty Silk 1-2 and Less.

Liberty Silk pleated in all the prettiest wearable colors at 29c. instead of 49c. Also plain Chiffon Mousseline de Soie and Liberty Silk in tasteful colors at 29c. instead of 49c.
Valenciennes Laces 3c. to 15c. per yard, just half the regular prices.

China and Brice-a-Brac at 1-2 and 1-3 Prices.

The alert shopper will find an endless lot of matchless opportunities here in Brice-a-Brac, Table China and Fancy articles. Bargains enough to make the China Store a beehive of activity to-morrow. Here's a partial list only:
AT 98c. INSTEAD OF \$2.00—Victoria Vases 10 inches high, decorations of Shakespearean subjects, ground colors in pink, blue and green, at the base and top overlaid with gold tracing and handles of gold.
AT \$1.50 INSTEAD OF \$3.50—Vienna shape Vases with cover and side handles, 12 inches high. Decorated in Dresden style and richly trimmed with gold.
AT 39c. INSTEAD OF \$1.00—Three hundred Loving Cups, decorated in all-over floral designs and trimmed with gold. A small lot of very richly decorated Loving Cups at 98c. instead of \$2.50.
AT 50c. INSTEAD OF \$1.50—A lot of 150 Bohemian Glass Flower Vases, 15 inches high, a shapely vase designed for long-stem flowers. They are in dark green, decorated in rich gold sandal effect.
AT 98c. INSTEAD OF \$2.00—A lot of richly decorated China Plaques, 10 inches in diameter, with a wide border of cobalt blue overlaid with rich gold sprays. The centres are in figure paintings.

Fern pots 98c., worth \$1.50.
" 1.50, " 2.50.
" 2.50, " 4.00.
Watering pots for ferns, 19c. instead of 50c.

Hair receivers, 19c. instead of 50c.
Mush and milk and oatmeal sets, 25c. instead of 75c.
" 39c. " 1.00.
Condensed cream jars, 39c. instead of 75c.

50c. " 1.00.
\$1.00 " 2.00.
Sugar baskets, 25c. instead of 50c.

Spoon holders, 19c. " 35c.
" 25c. " 50c.
Milk pitchers, 19c. " 35c.

Tailor-Made Suits, Skirts and Jackets.

Space forbids our doing much more than giving you some hints of these fashionably made and economically priced garments, specially gathered for to-morrow:

AT \$10.75 INSTEAD OF \$15.00—Suits of English Cheviot and Homespun, with the Eton jacket, in black, taffeta lined, with narrow revers, double-breasted effect; the colors are black, navy and grey, with the new box plait skirt lined with percaleine.
AT \$14.25 INSTEAD OF \$17.75—Suits of black Cheviot, Eton jacket, a new and effective dip front; taffeta lined skirt with the new plait in back, lined with percaleine, finished with velvet.
AT \$6.25 INSTEAD OF \$8.95—Skirt in dark, light grey and Oxford Cheviot.

Cloth, triple rows of stitching down front, finished with bands of taffeta silk, box plait in back, bound with velvet.
AT \$10.50 INSTEAD OF \$14.75—Stylish skirt of black Venetian Cloth, circular flounce, finished with bands of stitched taffeta, percaleine lined, with the new plait in back, finished with velvet.
AT \$5.95 INSTEAD OF \$11.75—Separate jacket in black and castor Broadcloth, lined throughout with satin, double-breasted effect, stitched seams, with the new French back.

The Newest in Shirt Waists.

AT 49c. INSTEAD OF 75c.—Pretty Misses' Waists, 10, 12, 14 years sizes, in the newest spring percales, figures and stripes, pearl buttons, deep detachable collar.
AT 98c. INSTEAD OF \$1.45—Fancy Percale Waists, in Dolly colorings, some plain, others with insertings.
AT \$2.98, REGULAR \$3.98—Fancy striped China Silk Waists, in pretty colorings, some full front, others with lace yoke back and front.

Waists, in black, plain colors and stripes, corded effects, dress waist sleeves.
AT \$4.98 INSTEAD OF \$6.75—250 assorted Silk Waists, in black or blue, cerise, maize, pink and lavender, assorted styles, some tucked back and front, others corded.

AT \$3.98, REGULAR \$5.00 AND \$5.50—An assorted lot of Taffeta Silk

A choice lot of Taffeta Silk Waists, best quality, in different styles, some plain, others with shaded effects; made with tailor stitching and lace inserting and fine tucks.

Umbrellas at \$1.69. Less than Cost of Handles.

One thousand Umbrellas for women, 28-inch, covered with fine quality Union Taffeta, silk cases, best steel rods and paragon frames. A beautiful assortment of handles; all the newest things in gun metal, pearl, ivory, Dresden and natural woods, both plain and sterling silver trimmed. Princess and regular lengths, all at \$1.69 each.

New-Fangled Dress Trimmings.

Our assortment is being replenished every day with the Easter necessities—the new Spangled and Renaissance Passementeries. Have you seen Claire de Lune, the very latest Dress Trimming? Just the thing for the new shades of Dress Fabrics.
AT 5c. YARD INSTEAD OF 10c. AND 15c.—Black Silk Gimps, five patterns, all new, fresh goods.
AT 10c. YARD INSTEAD OF 25c.—A YARD—Black Silk Hand-made Gimps, very desirable, ten patterns.

Refrigerators at \$8.98.

One of the best offers we have ever made. A lot of 50 "Star" Refrigerators, different sizes, all the latest improvements. This price is about half that which you will be paying later in the season.

Baby Coaches up to \$17.00 for \$8.98.

If you want a thoroughly reliable and stylish Carriage here is your chance; all our Coaches are brand new, made of best imported red and upholstered in the most up-to-date materials. All have rubber tires and wheels and many of them have lace covers; your choice at \$8.98.

Boys' Clothing Very Cheap.

AT \$3.98, REGULAR \$4.98—Spring Top Coats, the new box style, for boys of 3 to 15 years.
AT 69c. INSTEAD OF 95c.—Boys' King Waists, laundered, in sizes for boys of 6 to 14 years.
AT \$2.98, REGULAR \$3.98 TO \$4.98—Spring Suits for boys of 8 to 16 years. Coats are double-breasted and trousers reinforced seats and knees and taped seams.

Indispensable Upholstery News.

A little forethought now may save many delays in the future. Now is the most satisfactory time to have furniture re-covered—the kinds for the parlor, the library, the dining room. The time to leave your orders for slip covers, awnings, window shades. Later in the season every effort to keep up with orders is taxed to the utmost. Then all our new goods are to hand and you get the benefit of first choice. These items should draw you to the upholstery store to-morrow:

35 odd Portieres for single doors, at greatly reduced prices—\$3.00, \$4.00 and \$5.00 each.
125 odd pairs Lace Curtains for single windows—Nottingham, Irish Point, Ruffled Net and Muslin, Renaissance and Brussels, at a discount of 33 1/2 per cent. from marked prices.
10 styles Nottingham Lace Curtains, new French designs, \$1.45 pair, regular \$1.75.
175 rolls of the famous Bigelow Axminster that are now regularly \$1.65 yard we offer at \$1.10 and \$1.17 yard.
175 rolls of extra quality Smith Axminster Carpets, the regular \$1.35 and \$1.50 quality, at 89c. yard.
175 rolls of the regular \$1.10 and \$1.25 quality of Smith Axminsters at 79c. yard.

Carpet Consistency.

Two carpets may cost exactly the same price and yet one of them be worth to you double the price of the other. Because one has that indefinable harmony of color and design which makes it an unpretentious adornment to any room, while the other shocks you with its presence and unfitness. We have made a perfect study of floor-covering harmony, and besides having facilities to sell you lower than anyone else, our knowledge and control of the truly stylish and tasteful carpets make our floor coverings worth much more than the kinds ordinarily sold.

New Mattings.

250 rolls fancy China Mattings, seamless, regular \$8.00 quality, at \$4.97 roll.
250 rolls fancy Japanese Mattings that regularly sell at \$9.75 roll at \$5.95 and \$6.95 roll.
300 rolls of extra heavy reversible China Mattings that regularly sell for \$9.75 roll at \$5.97 roll.
All rolls contain 40 yards.

MATTHEWS

Echoing Sale of Black Dress Stuffs.

Unparalleled Carpet Showing.

The Annual Week of Advertising Each of Our Many Departments, and, as Usual, Our Prices Do It. Purchasing Made Advantageous, Even if Desired for Later Use.

CLOTHING SALE.

In order to keep up our reputation for doing things, EXTRAORDINARY, we have gotten up this Great Clothing Sale right at the beginning of spring (instead of waiting till the season is half over), giving every one a chance to procure their new Easter outfit at prices that are unusually small for high grade goods. In quoting the few following prices, we refrain from stating the present actual value of the goods, for when you compare them with others you'll decide in our favor.



BOYS' DOUBLE BREASTED SUITS

AT \$3.79, in an extra quality of fine all wool chevrons and cassimeres, in checks, mixtures and plain effects.
AT \$2.79, of fine all wool materials, handsomely trimmed with silk soutache, in mixtures and plain blue.

VESTEE AND SAILOR SUITS.

THREE-PIECE (VESTS) SUITS

(ages 9 to 16).
AT \$4.98, \$5.98 and \$7.98, drossy and up-to-date in cut and material, every conceivable shade and mixture, sizes 14 to 19.

YOUTHS' SUITS.

AT \$4.98, \$5.98 and \$7.98, drossy and up-to-date in cut and material, every conceivable shade and mixture, sizes 14 to 19.

HATS.

Boys' Telescopes, all colors, 98c.; Alpines and Derbys, all shades, \$1.29.

MEN'S SPRING TOP COATS.

AT \$5.98, in All Wool Oxford, Cheviot and several shades of tan covert, made in the newest spring style, with or without velvet collar.

MEN'S WORSTED SUITS.

AT \$9.75; they are of guaranteed thorough-date checks, stripes and neat mixed effects; equal to custom made; 34 to 42 chest.

MEN'S HATS

AT \$1.90; all the new shades and colors in Derbys and Alpines.

Top Coats to Order, \$10.50 and \$12.00.

Positively the last week of this offer. Better get in your order without delay. Eighteen different materials to choose from, including all the newest Oxford, tans, blues and blacks, in cheviot, viennas, worsteds and coverts.

ANOTHER SHOE EVENT.

Women's \$3.00 to \$4.50 Shoes at \$1.95 a Pair.



We have 900 pairs of these Shoes in lace and button, all snappy, up-to-date styles on the English bulldog and narrow bulldog toe lasts; Millery, opera and low heels, with kid and patent leather tips, hand-welted and stitched extension, medium and heavy weight soles that are suitable for present or future wear. They are made from the highest grade vici and glazed kidskin, perfect fitting, very soft and comfortable, and require no breaking-in. They are the productions of two of the best makers of women's footwear known to the trade to-day, and the fit, finish and style of them will please the most critical women, while their service and durability will satisfy the demands of the most economical, seven styles of them, but not all sizes in every style. A conservative estimate of their retail values are from \$3.00 to \$4.50 a pair. You can select any pair of them here, while they last, at a pair..... \$1.95

Unusual Easter Offering of JARDINIERES.

We never before have made such a sweeping reduction in our prices, but our loss is your gain, and we know you will appreciate our effort by paying this special sale a visit. This extraordinary special sale will continue until we have made sufficient room for our new importations. Here are only a few of the many:
Jardinieres that were \$5.84 now \$3.98.
Jardinieres that were \$4.04 now \$2.98.
Jardinieres that were \$3.04 now \$1.98.
Jardinieres that were \$2.04 now \$1.48.
Jardinieres that were \$1.08 now 88c.
Jardinieres that were 88c. now 48c.
We will also include another lot of the beautiful Tokanabi Jardinieres, both plain and with gold decorations, that were \$1.34, now 98c.

OUR CLOCK DEPARTMENT.

We have here an assortment of both in style and price, unequalled in Greater New York. We guarantee to keep all clocks in order for one year and have skilled workmen in this department who can repair the most intricate clocks at moderate prices.
To give all an opportunity, we will continue our special offer for three days at the following remarkable prices:



THIS EIGHT DAY ROYAL HORN PORCELAIN CLOCK, with new Haver movement, striking hour and half hour, on Cathedral gong, value \$6.00, FOR THIS SALE \$3.98.

SILVER WARE.

Extraordinary Values—Economy, Linked With Style.

Quadruple-plated Colonial Style Candle sticks, beaded or Roman trimmings, highly burnished, special at 98c. each, worth \$1.75.
Sugar Bowls and Creamers, fluted designs, gold lined, special at \$1.49 each, worth \$2.00 each.
Quadruple-plated Chocolate Pots, Colonial style, special at \$1.08; worth \$3.25.
Quadruple-plated After Dinner Coffee Sets, 3 pieces and tray, newest designs, special at \$5.75; worth \$8.95.
Quadruple-plated Baking Dish, on feet, rich in design and finish, large size, special at \$2.75; worth \$4.50.

OUR SPECIAL TEA SET.

Quadruple-plated five-piece Tea Set, including pot, sugar bowl, gold lined cream pitcher and spoon holder, new fluted design, beaded edge, highly burnished, set complete on handsome large-size tray, special at \$12.75; worth \$20.00.

THE UNIQUE (26 pieces).

ROGERS' PLATE, fancy new patterns, 6 dinner forks; 6 dinner knives; 6 table spoons; 6 teaspoons; butter knife and sugar shell, complete in case, SPECIAL AT \$4.98; worth \$8.75.
Another lot of Rogers' Fancy Pattern Gold Mount Forks, in silk case, special, at 40c. each.
Rogers' Solid Nickel Silver, Non-Tarnishable Teaspoons, 4c. each; table spoons, 8c. each, and forks, 8c. each.

Special Sale of Ebonoid Sterling Silver Mounted Brushes.

Hair, Military, Cloth, Hat and Bonnet Brushes, bristles guaranteed, 49c. each; worth \$1.00.

Fulton Street, Gallatin Place, Livingston and Smith Sts., Brooklyn.